

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Master cultural trend to develop new brand products
2. Code	JLZZDE602A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to master the cultural trend of jewellery to develop new brand products that can meet market demand.
4. Level	6
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the trends and cultural direction</p> <ul style="list-style-type: none"> ◆ Capable to understand thoroughly the origin and direction of trends and culture, such as: living habits, unexpected events, fashion trends and politics, etc. as well as their significance and changes ◆ Know about brands and their classification, such as: trademark brand, product brand, company brand, etc. as well as their value and application ◆ Know about brand development techniques, including: <ul style="list-style-type: none"> • Market positioning • Customer groups • Product image • Quality • Selling stations • Various kinds of product development techniques

	<p>6.2 Develop new brand products for jewellery</p> <ul style="list-style-type: none"> ◆ Capable to employ product development techniques to meet the trends and cultural direction for development of new brand products, and to create and master the trends to create market value for the products ◆ Capable to employ Intellectual Property Ordinance to protect brand trademark and the patent of design, etc.
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to master the trends and cultural direction to develop new brand products to meet market demand and create market for the new brand products.</p>
<p>8. Remarks</p>	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses knowledge on different culture and design trend. They should also be capable to flexibly conduct market analysis and research, and understand the meaning and significance of brand products.</p>